

## CLAIMS

[0239] What is claimed is:

1. A method for routing calls from wireless subscribers based upon mass media events, comprising:  
receiving dialed digits from a wireless subscriber;  
identifying a mass media event that is associated with the dialed digits;  
determining a destination telephone number that is associated with the mass media event; and  
routing the subscriber to said destination telephone number.
2. A method as in claim 1, wherein said identifying step further comprises:  
monitoring an audio portion of a mass media broadcast; and  
analyzing said audio portion to detect at least one predefined event.
3. A method as in claim 2, wherein said analyzing step utilizes a voice recognition algorithm.
4. A method as in claim 1, wherein said ascertaining step, further comprises:  
monitoring a video portion of a mass media broadcast; and  
analyzing said video portion to detect at least one predefined event.
5. A method as in claim 1, wherein said determining step further depends upon a location of said mobile subscriber.
6. A method as in claim 1, wherein the dialed digits comprise digits that identify a mass media broadcaster.

7. A wireless communications system for providing call services to wireless subscribers comprising:

a Mobile Switching Center (MSC) for routing calls from said wireless subscribers to destination telephone numbers; and

a database having programming information for one or more mass media broadcasters, wherein the MSC is linked to the database;

and wherein mass media broadcast information is used to modify routing for selected calls placed by the wireless subscribers.

8. The system of claim 7 wherein said database comprises information regarding an audio portion of a broadcast from at least one of said mass media broadcasters.

9. The system of claim 7 further comprising a speech recognition processor that analyzes an audio portion of a mass media broadcast utilizing a voice recognition algorithm.

10. The system of claim 9 wherein said mass media broadcast information includes at least one keyword that is detected by said voice recognition algorithm.

10. The system of claim 7 wherein said database comprises information regarding a video portion of a broadcast from at least one of said mass media broadcasters.

11. The system of claim 7 wherein a wireless subscriber's call is routed at least in part based upon a geographical location of the subscriber.

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12. A method for providing information to a wireless device that is in communication with a wireless network, comprising:

monitoring the status of the wireless device by detecting messages on the wireless network;

retrieving information from the Internet, wherein the information is collected by information agents configured by a wireless subscriber; and

sending said retrieved information to the wireless device.

13. The method of claim 12 wherein said retrieved information is sent to the wireless device in the form of a Short Message Service (SMS) message.

14. The method of claim 12 wherein said retrieved information is sent to the wireless device in the form of Handheld Device Markup Language (HDML).

15. The method of claim 12 wherein said retrieved information is sent to the wireless device in the form an applet.

16. The method of claim 12 wherein the status of the wireless device is detected based on event triggers logically combined with network control messages.

17. The method of claim 16 wherein the network control messages comprise messages that indicate presence on the wireless network.

18. The method of claim 16 wherein the network control messages comprise IS-41 messages.